

Adaptive Sound Technologies, Inc. hires Keith Washo to head global sales and marketing



1888PressRelease - Adaptive Sound Technologies, Inc. is expanding business operations in bringing on board Silicon Valley sales and marketing executive Keith Washo.

Adaptive Sound Technologies, Inc. (ASTI) the leading supplier of sound machines with the award winning ecotones™ sound sleep products, announced on Friday that Keith Daniel Washo has been named VP of Sales and Marketing reporting to CEO/President Sam Nicolino.

Washo joins ASTI from Qualcomm where he most recently led partner marketing and channel sales for the Qualcomm Atheros division. In that role he was responsible for launching partner marketing programs and developing channel sales relationships.

"Keith shares our vision to grow the company to the next frontier and knows what it takes to drive new growth in technology and consumer electronics," Nicolino said. "His experience in working for leading companies in Silicon Valley uniquely positions him to lead ASTI's channel sales, distribution, and marketing efforts, and he will be a great addition to our leadership team."

Washo will be responsible for driving strategic business deals and partnerships across various channels with key customers, OEMs, and industry influencers. In addition, he will help drive marketing and expand the product line as the business enters new markets and channels.

For over a decade Washo has worked in sales & marketing for leading technology companies like Creative Labs, SanDisk, and Qualcomm. He has also held leadership roles at start-ups like Bigfoot Networks and founding of his own company, Amazing Tech Products Corporation which launched the Purebuds Earphones product.

"I'm thrilled to be joining ASTI at such a pivotal time for the company," Washo said. "The opportunity to build partnerships and launch strategic marketing to help ASTI grow internationally and enter into new channels is truly exciting, and I look forward to leading these efforts."

Washo holds an Executive MBA from Saint Mary's College of California, A Master's in Music Business & Entertainment Industries from University of Miami, and a B.A. in Broadcasting & Music from the State University of New York at Oswego.

About Adaptive Sound Technologies, Inc. (ASTI)

ASTI, the leading supplier of sound machines with the award winning ecotones™ sound sleep products, started in 2008 developing products that help people sleep soundly without sleep aides or prescriptions. Headquartered in the heart of Silicon Valley and backed by engineers with extensive backgrounds in audio, they have developed best-selling sound machines that redefine the science of sleep. With over 500 million people worldwide suffering from sleep disorders - spending an estimated \$16 billion annually on treatment -the company is on a mission to serve this mass market.

<http://www.soundofsleep.com>

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